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CHRISTENSEN O'CONNOR JOHNSON KINDNESS PLLC 1420 FIFTH AVENUE SUITE 2800 SEATTLE, WA 98101-2347			SHELEHEDA, JAMES R	
		ART UNIT	PAPER NUMBER	
		2617		

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Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/883,098	MILLER, DOUGLAS ALLYN	
	Examiner	Art Unit	
	James Sheleheda	2617	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 06 September 2005.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-34 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-34 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08) Paper No(s)/Mail Date _____	5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)
	6) <input type="checkbox"/> Other: _____

DETAILED ACTION

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1, 2, 4-8, 15-19, 21-23, 26-28, 32 and 34 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hite et al. (Hite) (5,774,170) (of record) in view of Bendinelli et al. (Bendinelli) (6,061,719) (of record) and Zigmond et al. (Zigmond) (6,698,020).

As to claim 1, Hite discloses a method (column 1, lines 5-10), comprising: sending one or more television signals to a client terminal (Fig. 1, display site, 400; column 9, lines 32-38 and column 5, lines 29-39) via a first channel of a communications network (Fig. 1; column 9, lines 32-38 and column 5, lines 29-39), wherein prior to being sent to the client terminal, the television signal includes information related to a first advertisement present in the television signal (default ad with CID; column 7, lines 24-31);

aggregating information related to the second advertisement (column 9, line 42-column 10, line 54);

sending at least some of the aggregated information related to the second advertisement to the client terminal via a second channel of the communication network (column 6, line 60-column 7, line 14);

correlating the information related to the first advertisement to the information related to the second advertisement (column 7, lines 24-32); and

swapping the first advertisement with the second advertisement if there is a match in the correlated information (column 7, lines 15-32).

While Hite discloses replacing the first advertisement with the second advertisement (column 7, lines 26-32), he fails to specifically disclose link information associated to the advertisements and a subscriber electing receive substitute advertisement services.

In an analogous art, Bendinelli discloses a television receiving system (Fig. 1) wherein a received television advertisement includes a URL link (column 3, lines 19-24) which is utilized to direct a browser to a website (column 3, lines 57-63) for the typical benefit of allowing a user to easily access web information related to the displayed advertisement (column 1, line 48-column 2, line 5).

Additionally, in an analogous art, Zigmond discloses an advertisement swapping system (Figs. 3-5) wherein a receiver will detect a trigger in a video stream (column 15, lines 45-65) indicating a commercial break (column 15, lines 45-65 and column 4, lines 36-52) and replace the old advertisement with a new one (column 4, lines 36-52 and column 15, lines 45-65) if a subscriber has elected to receive substitute advertisement services (wherein the subscriber may pay to not have ads presented; column 14, lines

25-35) for the typical benefit of allowing the viewer to participate in a selection of advertisements (column 14, lines 25-35).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite's system to include link information associated to the advertisements, as taught by Bendinelli, for the typical benefit of allowing a user to easily access web information related to the displayed advertisement.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite and Bendinelli's system to include a subscriber electing receive substitute advertisement services, as taught by Zigmond, for the typical benefit of allowing the viewer to participate in a selection of advertisements.

As to claim 2, Hite, Bendinelli and Zigmond disclose wherein the information associated with the first advertisement is sent to the client along with the television signal (see Hite at column 7, lines 15-24), and wherein swapping the first advertisement with the second advertisement if there is a match in the correlated information (see Hite at column 7, lines 15-32) comprises:

storing at least some of the second advertisement in a storage location communicatively coupled to the client terminal (see Hite at column 7, lines 7-14);

retrieving the second advertisement from the storage location (see Hite at column 7, lines 9-32); and

displaying the retrieved second advertisement instead of the first advertisement (see Hite at column 7, lines 25-32).

As to claim 4, Hite, Bendinelli and Zigmond disclose wherein the information associated with the first advertisement is sent to the client terminal along with the television signal (see Hite at column 7, lines 15-24), and wherein swapping the first advertisement with the second advertisement if there is a match in the correlated information (see Hite at column 7, lines 15-32) comprises tuning the client terminal from the first channel to another channel where the second advertisement is carried (see Hite at column 5, lines 63-67, column 6, lines 1-9, lines 28-39 and column 7, lines 31-33).

As to claim 5, Hite, Bendinelli and Zigmond disclose wherein aggregating the information related to the second advertisement includes receiving at least a portion of the information from a unit that processes the television signals (databases formed at the television broadcasting center; see Hite at column 9, lines 39-67).

As to claim 6, Hite, Bendinelli and Zigmond disclose wherein aggregating the information related to the second advertisement includes receiving at least a portion of the information from a third-party entity (see Hite at column 11, lines 18-30).

As to claim 7, Hite, Bendinelli and Zigmond disclose wherein replacing the link information associated with the first advertisement with the link information associated with the second advertisement (by replacing the default ad with a new one; see Hite at column 7, lines 15-30) includes redirecting to an address associated with the second

advertisement (directing the receiver to the URL of the new ad; see Bendinelli at column 3, lines 21-29).

As to claim 8, Hite, Bendinelli and Zigmond disclose opting in the client terminal to participate in the swapping of the first advertisement with the second advertisement (see Hite at column 4, lines 52-61).

As to claim 15, Hite discloses an article of manufacture (Fig. 5), comprising:
a machine readable medium having instructions stored thereon (controlling the system; Fig. 5; column 13, line 58-column 14, line 58) to:
in regards to one or more television signals sent to a client terminal (Fig. 1, display site, 400; column 9, lines 32-38 and column 5, lines 29-39) via a first channel of a communications network (Fig. 1; column 9, lines 32-38 and column 5, lines 29-39), wherein prior to being sent to the client terminal, the television signal includes information related to a first advertisement present in the television signal (default ad with CID; column 7, lines 24-31), aggregate information related to a second advertisement that is to replace the first advertisement (column 9, line 42-column 10, line 54);

send at least some of the aggregated information related to the second advertisement to the client terminal via a second channel of the communication network (column 6, line 60-column 7, line 14);

correlate the information related to the first advertisement to the information related to the second advertisement (column 7, lines 24-32); and

swap the first advertisement with the second advertisement if there is a match in the correlated information (column 7, lines 15-32).

While Hite discloses replacing the first advertisement with the second advertisement (column 7, lines 26-32), he fails to specifically disclose link information associated to the advertisements and a subscriber electing receive substitute advertisement services.

In an analogous art, Bendinelli discloses a television receiving system (Fig. 1) wherein a received television advertisement includes a URL link (column 3, lines 19-24) which is utilized to direct a browser to a website (column 3, lines 57-63) for the typical benefit of allowing a user to easily access web information related to the displayed advertisement (column 1, line 48-column 2, line 5).

Additionally, in an analogous art, Zigmond discloses an advertisement swapping system (Figs. 3-5) wherein a receiver will detect a trigger in a video stream (column 15, lines 45-65) indicating a commercial break (column 15, lines 45-65 and column 4, lines 36-52) and replace the old advertisement with a new one (column 4, lines 36-52 and column 15, lines 45-65) if a subscriber has elected to receive substitute advertisement services (wherein the subscriber may pay to not have ads presented; column 14, lines 25-35) for the typical benefit of allowing the viewer to participate in a selection of advertisements (column 14, lines 25-35).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite's system to include link information associated to the advertisements, as taught by Bendinelli, for the typical benefit of allowing a user to easily access web information related to the displayed advertisement.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite and Bendinelli's system to include a subscriber electing receive substitute advertisement services, as taught by Zigmond, for the typical benefit of allowing the viewer to participate in a selection of advertisements.

As to claim 16, Hite, Bendinelli and Zigmond disclose wherein the instructions to swap the first advertisement with the second advertisement include instructions to tune to a channel where the second advertisement is carried (see Hite at column 5, lines 63-67, column 6, lines 1-9, lines 28-39 and column 7, lines 31-33).

As to claim 17, Hite, Bendinelli and Zigmond disclose wherein the instructions to swap the first advertisement with the second advertisement include instructions to retrieve the second advertisement from a storage location (see Hite at column 7, lines 9-32).

As to claim 18, Hite, Bendinelli and Zigmond disclose wherein the instructions to replace the link information associated with the first advertisement with the link information associated with the second advertisement (by replacing the default ad with

a new one; see Hite at column 7, lines 15-30) include instructions to redirect to an address related to the second advertisement (directing the receiver to the URL of the new ad; see Bendinelli at column 3, lines 21-29).

As to claim 19, Hite discloses an apparatus, comprising:

an aggregator (column 2, lines 42-67) communicatively coupled to a broadcast center of an interactive television system (Fig. 1), the aggregator capable of aggregating at least some information related to a substitute advertisement (column 9, line 42-column 10, line 54), the aggregator further capable of sending at least some of the aggregated information (column 6, line 60-column 7, line 14) to cause a swap of the substitute advertisement in place of an original advertisement that is provided to the broadcast center (column 7, lines 15-32).

While Hite discloses replacing the first advertisement with the second advertisement (column 7, lines 26-32), he fails to specifically disclose link information associated to the advertisements and a subscriber electing receive substitute advertisement services.

In an analogous art, Bendinelli discloses a television receiving system (Fig. 1) wherein a received television advertisement includes a URL link (column 3, lines 19-24) which is utilized to direct a browser to a website (column 3, lines 57-63) for the typical benefit of allowing a user to easily access web information related to the displayed advertisement (column 1, line 48-column 2, line 5).

Additionally, in an analogous art, Zigmond discloses an advertisement swapping system (Figs. 3-5) wherein a receiver will detect a trigger in a video stream (column 15, lines 45-65) indicating a commercial break (column 15, lines 45-65 and column 4, lines 36-52) and replace the old advertisement with a new one (column 4, lines 36-52 and column 15, lines 45-65) if a subscriber has elected to receive substitute advertisement services (wherein the subscriber may pay to not have ads presented; column 14, lines 25-35) for the typical benefit of allowing the viewer to participate in a selection of advertisements (column 14, lines 25-35).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite's system to include link information associated to the advertisements, as taught by Bendinelli, for the typical benefit of allowing a user to easily access web information related to the displayed advertisement.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite and Bendinelli's system to include a subscriber electing receive substitute advertisement services, as taught by Zigmond, for the typical benefit of allowing the viewer to participate in a selection of advertisements.

As to claim 21, Hite, Bendinelli and Zigmond disclose wherein the aggregator sends the information to an opted-in client to allow the swap to occur at the client terminal (see Hite at column 7, lines 1-32).

As to claim 22, Hite discloses an interactive television system, comprising:

a broadcast center (Fig. 1; media origination facility, 300) to send a television signal to a client terminal (Fig. 1, display site, 400; column 9, lines 32-38 and column 5, lines 29-39) via a first channel of a communication network coupled to the broadcast center (Fig. 1; column 9, lines 32-38 and column 5, lines 29-39), wherein prior to being sent to the client terminal, the television signal includes information related to a first advertisement present in the television signal (default ad with CID; column 7, lines 24-31),

an aggregator (column 2, lines 42-67) communicatively coupled to a broadcast center of an interactive television system (Fig. 1), the aggregator capable to aggregate at least some information related to a second advertisement (column 9, line 42-column 10, line 54), the aggregator further capable to send at least some of the aggregated information (column 6, line 60-column 7, line 14) to cause a swap of the second advertisement in place of the first advertisement (column 7, lines 15-32).

While Hite discloses replacing the first advertisement with the second advertisement (column 7, lines 26-32), he fails to specifically disclose link information associated to the advertisements and a subscriber electing receive substitute advertisement services.

In an analogous art, Bendinelli discloses a television receiving system (Fig. 1) wherein a received television advertisement includes a URL link (column 3, lines 19-24) which is utilized to direct a browser to a website (column 3, lines 57-63) for the typical benefit of allowing a user to easily access web information related to the displayed advertisement (column 1, line 48-column 2, line 5).

Additionally, in an analogous art, Zigmond discloses an advertisement swapping system (Figs. 3-5) wherein a receiver will detect a trigger in a video stream (column 15, lines 45-65) indicating a commercial break (column 15, lines 45-65 and column 4, lines 36-52) and replace the old advertisement with a new one (column 4, lines 36-52 and column 15, lines 45-65) if a subscriber has elected to receive substitute advertisement services (wherein the subscriber may pay to not have ads presented; column 14, lines 25-35) for the typical benefit of allowing the viewer to participate in a selection of advertisements (column 14, lines 25-35).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite's system to include link information associated to the advertisements, as taught by Bendinelli, for the typical benefit of allowing a user to easily access web information related to the displayed advertisement.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite and Bendinelli's system to include a subscriber electing receive substitute advertisement services, as taught by Zigmond, for the typical benefit of allowing the viewer to participate in a selection of advertisements.

As to claim 23, Hite, Bendinelli and Zigmond disclose wherein the information aggregated by the aggregator is provided by a third-party entity (see Hite at column 11, lines 18-30).

As to claim 26, Hite, Bendinelli and Zigmond disclose wherein the broadcast center is capable of sending a command to the client terminal to opt-in the client terminal by having the client terminal tune to a second channel where the second advertisement is carried (see Hite at column 5, lines 63-67, column 6, lines 1-9, lines 28-39 and column 7, lines 31-33).

As to claim 27, Hite discloses a method, comprising:

sending one or more television signals sent to a client terminal (Fig. 1, display site, 400; column 9, lines 32-38 and column 5, lines 29-39) via a first channel of a communications network (Fig. 1; column 9, lines 32-38 and column 5, lines 29-39), wherein prior to being sent to the client terminal, the television signal includes information related to a first advertisement present in the television signal (default ad with CID; column 7, lines 24-31), wherein the information associated with the first advertisement is sent to the client terminal along with the television signal (column 7, lines 24-31);

aggregating information related to a second advertisement (column 9, line 42-column 10, line 54);

sending at least some of the aggregated information related to the second advertisement to the client terminal via a second channel of the communication network (column 6, line 60-column 7, line 14);

correlating the information related to the first advertisement to the information related to the second advertisement (column 7, lines 24-32); and

swapping the first advertisement with the second advertisement if there is a match in the correlated information (column 7, lines 15-32), wherein swapping the first advertisement with the second advertisement if there is a match in the correlated information (column 7, lines 15-32), comprising:

storing at least some of the second advertisement in a storage location communicatively coupled to the client terminal (column 7, lines 7-14); retrieving the second advertisement from the storage location (column 7, lines 9-32); and

displaying the retrieved second advertisement instead of the first advertisement (column 7, lines 25-32).

While Hite discloses replacing the first advertisement with the second advertisement (column 7, lines 26-32), he fails to specifically disclose link information associated to the advertisements and a subscriber electing receive substitute advertisement services.

In an analogous art, Bendinelli discloses a television receiving system (Fig. 1) wherein a received television advertisement includes a URL link (column 3, lines 19-24) which is utilized to direct a browser to a website (column 3, lines 57-63) for the typical benefit of allowing a user to easily access web information related to the displayed advertisement (column 1, line 48-column 2, line 5).

Additionally, in an analogous art, Zigmond discloses an advertisement swapping system (Figs. 3-5) wherein a receiver will detect a trigger in a video stream (column 15, lines 45-65) indicating a commercial break (column 15, lines 45-65 and column 4, lines

36-52) and replace the old advertisement with a new one (column 4, lines 36-52 and column 15, lines 45-65) if a subscriber has elected to receive substitute advertisement services (wherein the subscriber may pay to not have ads presented; column 14, lines 25-35) for the typical benefit of allowing the viewer to participate in a selection of advertisements (column 14, lines 25-35).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite's system to include link information associated to the advertisements, as taught by Bendinelli, for the typical benefit of allowing a user to easily access web information related to the displayed advertisement.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite and Bendinelli's system to include a subscriber electing receive substitute advertisement services, as taught by Zigmond, for the typical benefit of allowing the viewer to participate in a selection of advertisements.

As to claim 28, Hite, Bendinelli and Zigmond disclose wherein swapping the first advertisement with the second advertisement if there is a match in the correlated information (see Hite at column 7, lines 15-32) comprises tuning the client terminal from the first channel to another channel where the second advertisement is carried (see Hite at column 5, lines 63-67, column 6, lines 1-9, lines 28-39 and column 7, lines 31-33).

As to claim 32, Hite discloses a method (column 1, lines 5-10), comprising:

sending one or more television signals to a client terminal (Fig. 1, display site, 400; column 9, lines 32-38 and column 5, lines 29-39) via a first channel of a communications network (Fig. 1; column 9, lines 32-38 and column 5, lines 29-39), wherein prior to being sent to the client terminal, the television signal includes information related to a first advertisement present in the television signal (default ad with CID; column 7, lines 24-31), the information capable of identifying the first advertisement and of demarcating the beginning and ending locations of the first advertisement in the television signal (wherein the local processor identifies the commercial break; column 7, lines 24-31);

aggregating information related to a second advertisement (column 9, line 42-column 10, line 54), the aggregated information including information indicative of one or more first advertisements that the second advertisement is to be swapped for (column 9, lines 44-50 and column 7, lines 15-31);

sending at least some of the aggregated information related to the second advertisement to the client terminal via a second channel of the communication network (column 6, line 60-column 7, line 14), including sending at least a portion of the second advertisement to the client terminal (column 7, lines 1-14)

correlating the information related to the first advertisement to the information related to the second advertisement to determine if the first advertisement is to be swapped with the second advertisement (column 7, lines 24-32); and

swapping the first advertisement with the second advertisement if the correlated information determines that a swap is appropriate (column 7, lines 15-32), wherein the

second advertisement is swapped for the first advertisement during a time period substantially corresponding to the beginning and end locations of the first advertisement (replacing the first advertisement during the set commercial break; column 7, lines 15-32).

While Hite discloses replacing the first advertisement with the second advertisement (column 7, lines 26-32), he fails to specifically disclose link information associated to the advertisements and a subscriber electing receive substitute advertisement services.

In an analogous art, Bendinelli discloses a television receiving system (Fig. 1) wherein a received television advertisement includes a URL link (column 3, lines 19-24) which is utilized to direct a browser to a website (column 3, lines 57-63) for the typical benefit of allowing a user to easily access web information related to the displayed advertisement (column 1, line 48-column 2, line 5).

Additionally, in an analogous art, Zigmond discloses an advertisement swapping system (Figs. 3-5) wherein a receiver will detect a trigger in a video stream (column 15, lines 45-65) indicating a commercial break (column 15, lines 45-65 and column 4, lines 36-52) and replace the old advertisement with a new one (column 4, lines 36-52 and column 15, lines 45-65) if a subscriber has elected to receive substitute advertisement services (wherein the subscriber may pay to not have ads presented; column 14, lines 25-35) for the typical benefit of allowing the viewer to participate in a selection of advertisements (column 14, lines 25-35).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite's system to include link information associated to the advertisements, as taught by Bendinelli, for the typical benefit of allowing a user to easily access web information related to the displayed advertisement.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite and Bendinelli's system to include a subscriber electing receive substitute advertisement services, as taught by Zigmond, for the typical benefit of allowing the viewer to participate in a selection of advertisements.

As to claim 34, Hite, Bendinelli and Zigmond disclose wherein replacing the link information associated with the first advertisement with the link information associated with the second advertisement (by replacing the default ad with a new one; see Hite at column 7, lines 15-30) includes redirecting to an address associated with the second advertisement (directing the receiver to the URL of the new ad; see Bendinelli at column 3, lines 21-29).

3. Claims 29-31 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hite, in view of Bendinelli and Hinderks (2001/0025377A1) (of record) and Zigmond.

As to claim 29, Hite discloses an interactive television system (Fig. 1), comprising:

a broadcast center (Fig. 1; media origination facility, 300) to send a television signal to a client terminal (Fig. 1, display site, 400; column 9, lines 32-38 and column 5,

lines 29-39) via a first channel of a communication network coupled to the broadcast center (Fig. 1; column 9, lines 32-38 and column 5, lines 29-39), wherein prior to being sent to the client terminal, the television signal includes information related to a first advertisement present in the television signal (default ad with CID; column 7, lines 24-31),

an aggregator (column 2, lines 42-67) communicatively coupled to a broadcast center of an interactive television system (Fig. 1), the aggregator capable of aggregating at least some information related to a second advertisement (column 9, line 42-column 10, line 54), the aggregator further capable of sending at least some of the aggregated information (column 6, line 60-column 7, line 14) to cause a swap of the second advertisement in place of the first advertisement (column 7, lines 15-32).

While Hite discloses a unit disposed at the client terminal (Fig. 5) to receive the aggregated information from the aggregator (column 7, lines 1-32) and based on the received aggregated information, replacing the first advertisement with the second advertisement (column 7, lines 1-32), he fails to specifically disclose link information associated to the advertisements and a unit disposed at the broadcast center to switch an output feed of the broadcast center to provide the second advertisement to a client terminal and a subscriber electing receive substitute advertisement services.

In an analogous art, Bendinelli discloses a television receiving system (Fig. 1) wherein a received television advertisement includes a URL link (column 3, lines 19-24) which is utilized to direct a browser to a website (column 3, lines 57-63) for the typical

benefit of allowing a user to easily access web information related to the displayed advertisement (column 1, line 48-column 2, line 5).

Additionally, in an analogous art, Hinderks discloses a video distribution system (Fig. 54; paragraph 304) wherein a server will receive a video stream containing advertisements (national feed; paragraph 304) and wherein the server will replace the national advertisement with a local advertisement (paragraph 304) by switching the output feed (switching from the national feed to the local feed; see Hinderks at paragraph 304) before distribution to the clients (Fig. 54; paragraph 304) for the typical benefit of ensuring that users receive more relevant local advertisements (paragraphs 27 and 304).

Also, in an analogous art, Zigmond discloses an advertisement swapping system (Figs. 3-5) wherein a receiver will detect a trigger in a video stream (column 15, lines 45-65) indicating a commercial break (column 15, lines 45-65 and column 4, lines 36-52) and replace the old advertisement with a new one (column 4, lines 36-52 and column 15, lines 45-65) if a subscriber has elected to receive substitute advertisement services (wherein the subscriber may pay to not have ads presented; column 14, lines 25-35) for the typical benefit of allowing the viewer to participate in a selection of advertisements (column 14, lines 25-35).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite's system to include link information associated to the advertisements, as taught by Bendinelli, for the typical benefit of allowing a user to easily access web information related to the displayed advertisement.

Additionally, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite and Bendinelli's system to include a unit disposed at the broadcast center to switch an output feed of the broadcast center to provide the second advertisement to a client terminal, as taught by Hinderks, for the typical benefit of providing programming which contains local advertisements more relevant to the viewing area.

Also, it would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite and Bendinelli's system to include a subscriber electing receive substitute advertisement services, as taught by Zigmond, for the typical benefit of allowing the viewer to participate in a selection of advertisements.

As to claim 30, Hite, Bendinelli, Hinderks and Zigmond disclose wherein the unit is capable of switching the output feed of the broadcast center via a switch to a channel that carries the substitute advertisement (switching from the national feed to the local feed; see Hinderks at paragraph 304), the unit further capable to send a command to the client terminal to tune to the channel that carries the substitute advertisement (see Hite at column 5, lines 63-67, column 6, lines 1-9, lines 28-39 and column 7, lines 31-33).

As to claim 31, Hite, Bendinelli, Hinderks and Zigmond disclose wherein the unit is capable of switching the output feed of the broadcast center via an override of the first advertisement in the television signal with the second advertisement and to send the

second advertisement with the television signal on the first channel (overriding the national ad by switching from the national feed to the local feed; see Hinderks at paragraph 304).

4. Claims 9-14, 20, 24, 25 and 33 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hite, Bendinelli and Zigmond as applied to claims 1, 19, 22 and 32 above, and further in view of Hinderks.

As to claim 9, while Hite, Bendinelli and Zigmond disclose swapping the first advertisement and the second advertisement, they fail to specifically disclose wherein the swapping occurs at a broadcast center.

In an analogous art, Hinderks discloses a video distribution system (Fig. 54; paragraph 304) wherein a server will receive a video stream containing advertisements (national feed; paragraph 304) and wherein the server will replace the national advertisement with a local advertisement (paragraph 304) before distribution to the clients (Fig. 54; paragraph 304) for the typical benefit of ensuring that users receive more relevant local advertisements (paragraphs 27 and 304).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite, Bendinelli and Zigmond's system to include wherein the swapping occurs at a broadcast center, as taught by Hinderks, for the typical benefit of providing programming which contains local advertisements more relevant to the viewing area.

As to claim 10, Hite, Bendinelli, Zigmond and Hinderks disclose wherein the swapping of the first advertisement with the second advertisement at the broadcast center includes replacing the information associated with the first advertisement (CID associated with each advertisement; see Hite at column 9, lines 47-50) with the information associated with the second advertisement (by replacing the associated advertisement; see Hinderks at paragraph 304), including replacement of the link information associated with the first advertisement with link information associated with the second advertisement, in the television signal (replacing the advertisement and its associated URL; see Hinderks at paragraph 304 and see Bendinelli at column 3, lines 21-29).

As to claim 11, Hite, Bendinelli, Zigmond and Hinderks disclose wherein the swapping of the first advertisement with the second advertisement at the broadcast center includes switching an output feed of the broadcast center to carry a second advertisement instead of the first advertisement (switching from the national feed to the local feed; see Hinderks at paragraph 304).

As to claim 12, Hite, Bendinelli, Zigmond and Hinderks disclose wherein switching the output feed includes switching from the first channel to another channel that carries the second advertisement (switching from the national feed to the local feed; see Hinderks at paragraph 304).

As to claim 13, Hite, Bendinelli, Zigmond and Hinderks disclose wherein switching the output feed includes overriding the first advertisement with the second advertisement on the television signal carried on the first channel (overriding the national ad by switching from the national feed to the local feed; see Hinderks at paragraph 304).

As to claim 14, Hite, Bendinelli, Zigmond and Hinderks further disclose sending a command to opt-in the client terminal (see Hite at column 5, lines 63-67, column 6, lines 1-9, lines 28-39 and column 7, lines 31-33), the command capable to instruct the client terminal to tune to the channel that carries the second advertisement (see Hite at column 5, lines 63-67, column 6, lines 1-9, lines 28-39 and column 7, lines 31-33).

As to claim 20, while Hite, Bendinelli and Zigmond disclose swapping the first advertisement and the second advertisement, they fail to specifically disclose wherein the swapping occurs prior to transmission to a client terminal.

In an analogous art, Hinderks discloses a video distribution system (Fig. 54; paragraph 304) wherein a server will receive a video stream containing advertisements (national feed; paragraph 304) and wherein the server will replace the national advertisement with a local advertisement (paragraph 304) before distribution to the clients (Fig. 54; paragraph 304) for the typical benefit of ensuring that users receive more relevant local advertisements (paragraphs 27 and 304).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite, Bendinelli and Zigmond's system to include wherein the swapping occurs prior to transmission to a client terminal, as taught by Hinderks, for the typical benefit of providing programming which contains local advertisements more relevant to the viewing area.

As to claim 24, while Hite, Bendinelli and Zigmond disclose swapping the first advertisement and the second advertisement, they fail to specifically disclose a unit disposed at the broadcast center to switch an output feed of the broadcast center from the first channel to a second channel that carries the substitute advertisement.

In an analogous art, Hinderks discloses a video distribution system (Fig. 54; paragraph 304) wherein a server will receive a video stream containing advertisements (national feed; paragraph 304) and wherein the server will replace the national advertisement with a local advertisement (paragraph 304) before distribution to the clients (Fig. 54; paragraph 304) for the typical benefit of ensuring that users receive more relevant local advertisements (paragraphs 27 and 304).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite, Bendinelli and Zigmond's system to include a unit disposed at the broadcast center to switch an output feed of the broadcast center from the first channel to a second channel that carries the substitute advertisement, as taught by Hinderks, for the typical benefit of providing programming which contains local advertisements more relevant to the viewing area.

As to claim 25, while Hite, Bendinelli and Zigmond disclose swapping the first advertisement and the second advertisement, they fail to specifically disclose a unit disposed at the broadcast center to override the first advertisement with the second advertisement for the television signal carried on the first channel.

In an analogous art, Hinderks discloses a video distribution system (Fig. 54; paragraph 304) wherein a server will receive a video stream containing advertisements (national feed; paragraph 304) and wherein the server will replace the national advertisement with a local advertisement (paragraph 304) before distribution to the clients (Fig. 54; paragraph 304) for the typical benefit of ensuring that users receive more relevant local advertisements (paragraphs 27 and 304).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite, Bendinelli and Zigmond's system to include a unit disposed at the broadcast center to override the first advertisement with the second advertisement for the television signal carried on the first channel, as taught by Hinderks, for the typical benefit of providing programming which contains local advertisements more relevant to the viewing area.

As to claim 33, while Hite, Bendinelli and Zigmond disclose replacing the link information associated with the first advertisement with the link information associated with the second advertisement, they fail to specifically disclose wherein the replacing occurs at a broadcast center.

In an analogous art, Hinderks discloses a video distribution system (Fig. 54; paragraph 304) wherein a server will receive a video stream containing advertisements (national feed; paragraph 304) and wherein the server will replace the national advertisement with a local advertisement (paragraph 304) before distribution to the clients (Fig. 54; paragraph 304) for the typical benefit of ensuring that users receive more relevant local advertisements (paragraphs 27 and 304).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite, Bendinelli and Zigmond's system to include wherein the replacing occurs at a broadcast center, as taught by Hinderks, for the typical benefit of providing programming which contains local advertisements more relevant to the viewing area.

5. Claim 3 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hite, Bendinelli and Zigmond as applied to claim 1 above, and further in view of Alexander et al. (Alexander) (6,177,931) (of record).

As to claim 3, while Hite, Bendinelli and Zigmond disclose displaying a first advertisement instead of a second advertisement, they fail to specifically disclose overlaying at least some of the second advertisement over the first advertisement.

In an analogous art, Alexander discloses a system for providing customized advertising to viewers (column 32, lines 24-34) wherein a first advertisement is received in a video stream (column 32, lines 35-41) and second advertising information is overlaid onto the original advertisement (column 32, lines 35-45) upon detection of the

particular advertisement (column 32, lines 47-54) for the typical benefit of allowing a transmitted advertisement to be customized for the particular receiver (paragraph 32, lines 35-45).

It would have been obvious to one of ordinary skill in the art at the time of invention by applicant to modify Hite, Bendinelli and Zigmond's system to include overlaying at least some of the second advertisement over the first advertisement, as taught by Alexander, for the typical benefit of allowing a transmitted advertisement to be customized for the particular receiver.

Response to Arguments

6. Applicant's arguments with respect to claims 1-34 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

7. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the

shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

8. The following are suggested formats for either a Certificate of Mailing or Certificate of Transmission under 37 CFR 1.8(a). The certification may be included with all correspondence concerning this application or proceeding to establish a date of mailing or transmission under 37 CFR 1.8(a). Proper use of this procedure will result in such communication being considered as timely if the established date is within the required period for reply. The Certificate should be signed by the individual actually depositing or transmitting the correspondence or by an individual who, upon information and belief, expects the correspondence to be mailed or transmitted in the normal course of business by another no later than the date indicated.

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Please refer to 37 CFR 1.6(d) and 1.8(a)(2) for filing limitations concerning facsimile transmissions and mailing, respectively.

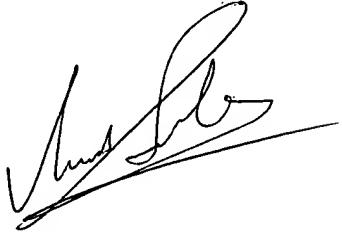
9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to James Sheleheda whose telephone number is (571) 272-7357. The examiner can normally be reached on 9:00-5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

James Sheleheda
Patent Examiner
Art Unit 2617

JS



VIVEK SRIVASTAVA
PRIMARY EXAMINER